

MOST IMPORTANT SOURCES OF INFORMATION

For 96 % of profi readers agricultural trade magazine are very important/important for farm management. This makes the trade magazines the most important source of information source of information. (Reading example)



90%
96%

Agricultural journals



91%
94%

Discussions with other farmers



64%
72%

Trade fairs

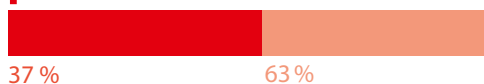
■ base ■ profi



AGE STRUCTURE

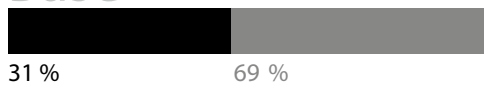
profi

■ Under 50 years
■ 50 years and older



Base

■ under 50 years
■ 50 years and older



CULTIVATED AREA IN HA

profi readers farm an average of 125 ha of arable land. The national average is 95 ha.

95 ha base
125 ha profi

INVESTMENT PLANS OF FUTURE-ORIENTED COMPANIES

31% of profi readers who are consistently focussing on growth or want to maintain their current status are planning to invest in machinery and equipment for foreign trade in the next 1-3 years. The average for all companies is 26 % (reading example).

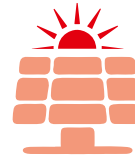
■ base ■ profi



26%

31 %

Machinery/equipment Foreign trade



24%

26 %

Solar energy



20%

22 %

Buildings/stables



8%

11 %

Purchase of space

INVESTMENT TOTALS IN € BILLION

31% of profi readers want to invest in machinery/equipment for foreign trade in the next 1-3 years. On average, they want to invest € 145,228. The investment sum of profi readers is 1.19 billion €.

■ base ■ profi



€ 1.19 billion

Average investment
Investment sum: € 145,228

Machines/devices Foreign trade

9 % of profi readers who consistently focus on growth or want to maintain the current level are planning to invest in smart farming. The national average is 6 %.



9 %

6 %

Smart Farming

READING QUANTITY - AT LEAST HALF



69 %

69% of profi readers have read at least half of the last issue.

Ø NUMBER OF PICK-UPS

profi readers pick up an issue on average about 5 times.



5 x

EDITORIAL EXPERTISE

96% of profi readers rate the editorial expertise as excellent, very good or good.



96 %

READING TIME - 1 1/2 HOURS AND MORE

37% of profi readers spend 1 1/2 hours or more reading an issue.



37 %

STUDY PROFILE MAAGRAR 2023

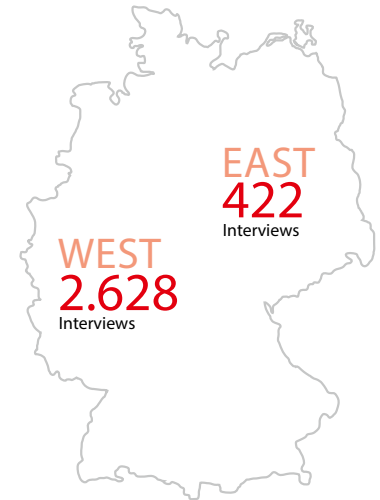
Population: 188,856 farms, 16.04 million ha

Minimum hectare area: West 10 ha / East 50 ha

Field period: October 2022 to March 2023

Method: CATI Interviews

Subject of the study: Print and e-magazine editions of regional weeklies and nationally published



On behalf of the

